

# CrossTownConnect



Your Community, Your Transportation, Your Way

## **Transportation Management Association: A Public-Private Partnership**

# A Unique Model

## ” CrossTown Connect (CTC) Transportation Management Association (TMA)

- A public-private partnership (PPP) between communities and businesses that leverages both private and public resources to gain maximum benefits
  - In addition to commuter services, CTC facilitates community transportation options including providing centralized dispatch services for Council on Aging (CoA) and other community van services in Acton, Boxborough, Littleton, and Maynard

# A Unique Model

**Goal:** To reduce traffic congestion and air pollution while improving transportation and mobility options in the region

# CrossTown Connect Focus Areas

- ” “Daily needs” trips such as shopping or medical appointments
- ” Traditional commuting from the service area into the immediate Boston area
- ” Suburb to suburb commuting between area communities
- ” Reverse commuting from the immediate Boston area to this service area

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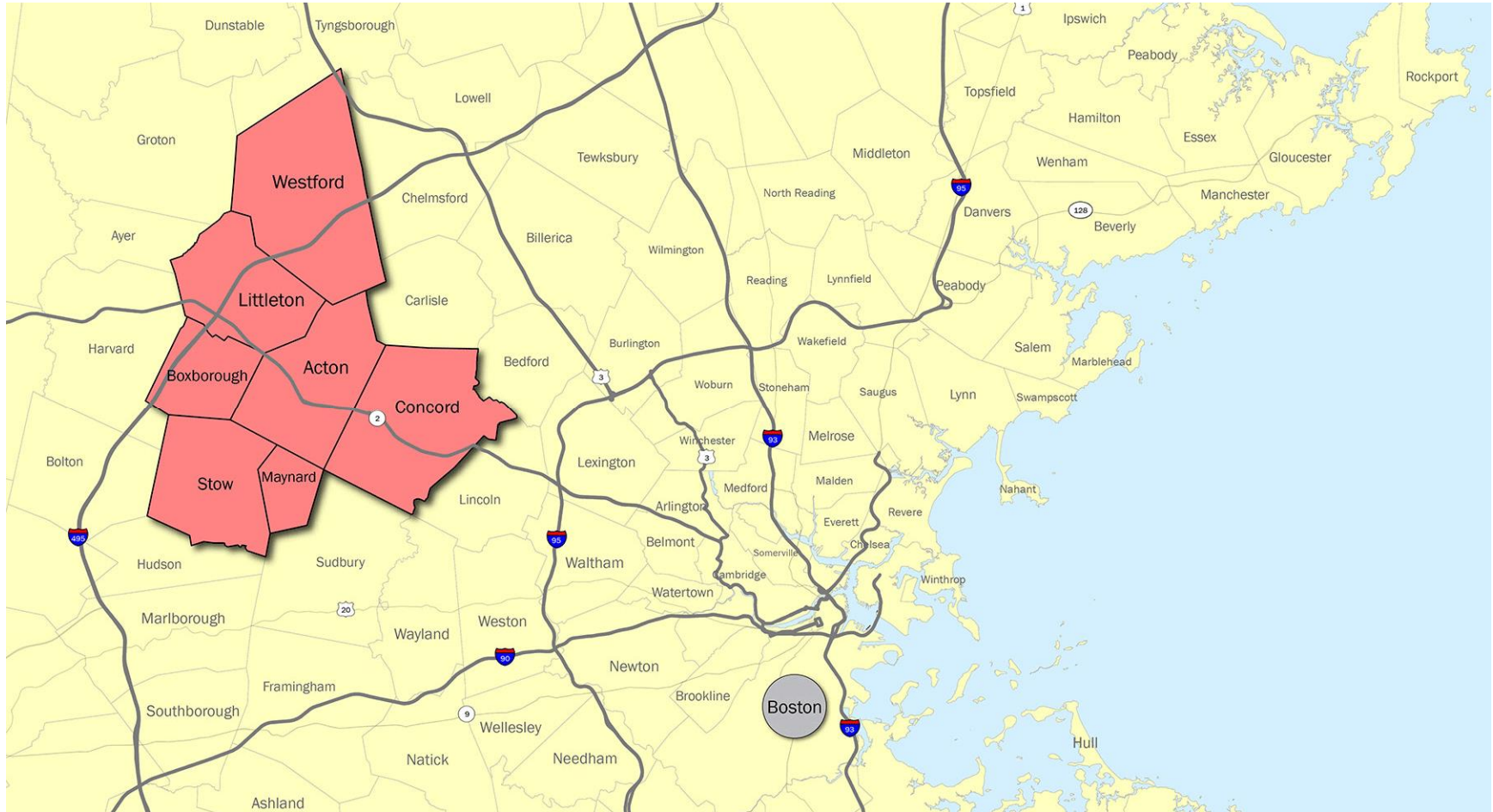
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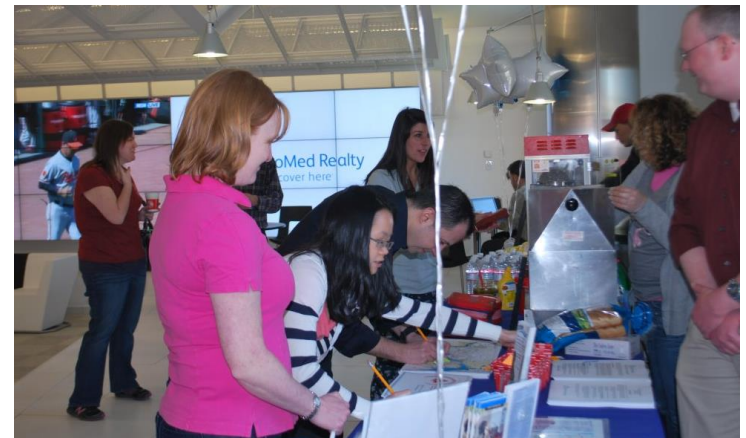


# CrossTown Connect Region



# Business Partner Programs

- ” Ridematching
- ” Guaranteed Ride Home
- ” Carpool/Vanpool Programs
- ” Active Commuting Options
- ” Program Marketing/Events



# Central Dispatch Call Center

” One of the most unique characteristics of CTC is our Central Dispatch Call Center

- . Municipal partners opt-in
- . Program provides a full day of dispatching for community-based services including Council on Aging vans (currently Acton, Boxborough, Littleton, and Maynard)
- . In addition, the center dispatches for other Acton services:
  - The Road Runner for seniors and disabled (LRTA vehicle)
  - The MinuteVan Dial-a-ride for on-demand service to the general public



# Establishing CTC and the Central Dispatch Call Center

- “ 2009: group of committed local transportation advocates participated in the Massachusetts Institute for Transportation Coordination
- “ 2012: the Governor’s Office funded a collaboration of Acton, Boxborough, Littleton, Maynard, Stow, and Clock Tower Place through the Community Innovation Challenge Grant
  - . **Goal:** To regionalize transportation services and establish a formal structure for future collaboration
- “ CrossTown Connect was the result of this collaboration

# Establishing CTC and the Central Dispatch Call Center (*cont.*)

- “ The Center was established to further the goal of regional coordination
- “ By dispatching centrally, data can be gathered on a regional level
  - Patterns and unmet needs can be better tracked and understood
- “ **Goal:** To further regionalize by sharing all CoA services across current boundaries
  - This will increase efficiency and decrease redundancies like duplicated trips
- “ **Challenge:** Member communities straddle two Regional Transit Authorities (RTA's); LRTA and MART
  - CTC is currently working with the RTA's to establish guidelines for sharing that meet the requirements of both

# Mobility Management

- ” Personalized service is important
  - . Dispatchers are very good at getting to know individual users and accommodating them
    - On the community level, apprehension about this personal touch was a hurdle that needed to be overcome
    - Ultimately, the Center has shown that with the right dispatchers and good communication between the Center, the CoA and drivers and staff, the level of service does not suffer

# Mobility Management cont.

- “ With extended dispatch hours, service is increased and customer access is improved
- “ Schedules transmitted via on-board tablets allow for flexibility and the ability for same-day scheduling of trips
- “ Dispatchers are focused on staying up to date on best practices by attending conferences and trainings
  - . Travel training (most recent)
    - This information is passed on to drivers

# Mobility Management cont.

- ” CTC strives to accommodate people with limited English proficiency (LEP)
  - . Google Translate on [www.crosstown-connect.org](http://www.crosstown-connect.org)
  - . Translated brochures have been produced in several languages
  - . CTC has a translator to schedule trips for the Chinese population. She then books through the Central Dispatch Call Center.
- ” Inventory of area services on website

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***Questions?***

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